

Brand

Manual



version 1.0 | 2016

**marianahonorato**

**DESIGN • ILLUSTRATION • WEB**





This publication is a living document intended to provide advertisers of products and services, advertising and publicity agencies, as well as marketing professionals in general with information relating to the protection of the MH Design.

Please note that the content of this document is updated at regular intervals. Users should ensure that they have the most recent version at hand for consultation purposes at [www.mhdesign.com.pt](http://www.mhdesign.com.pt).

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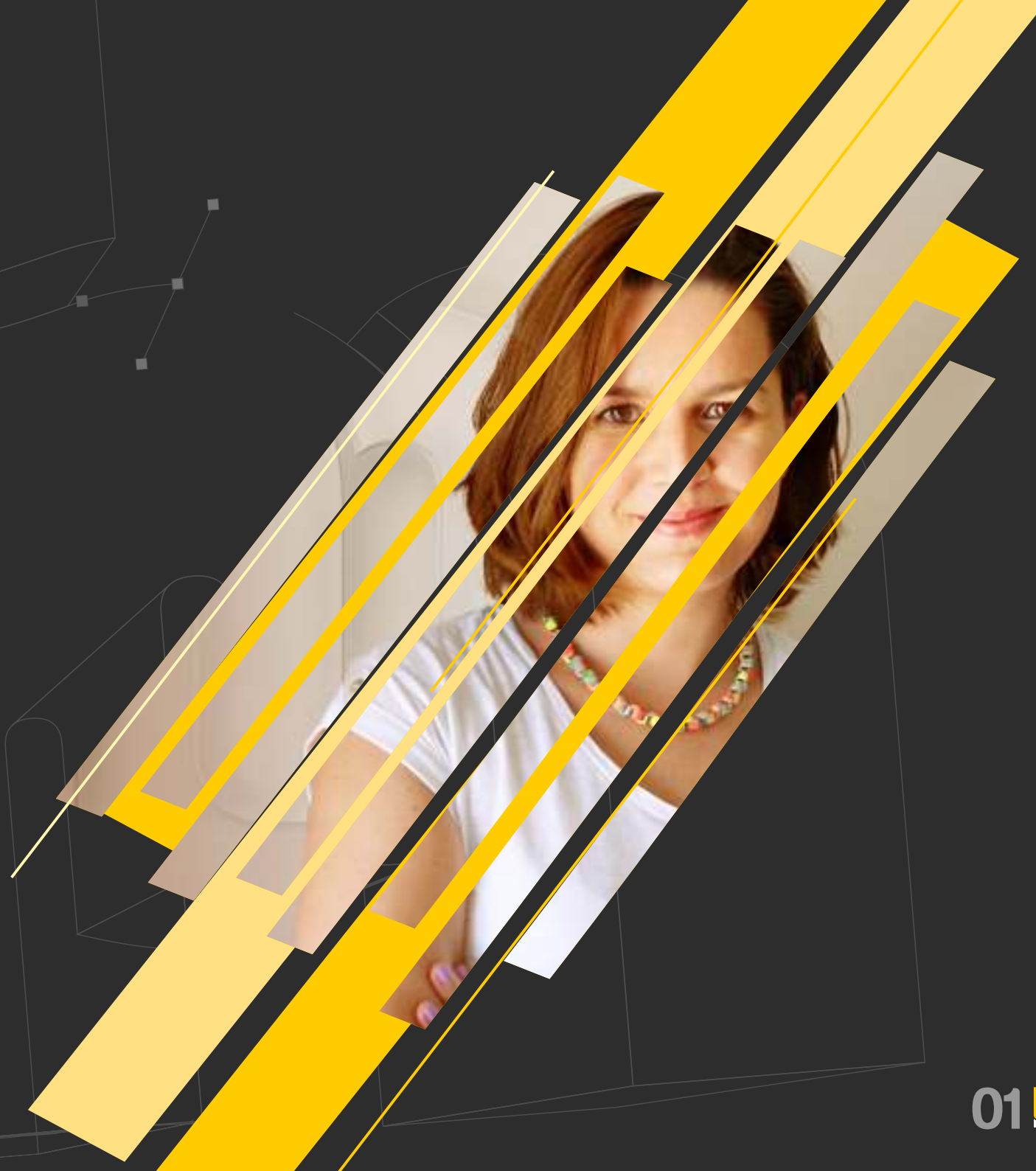
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# 1. BRAND



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## 1.1. Visual concept

MH is simply an monogram between M (Mariana) and H (honorato). The challenge was to create a brand that introduced me to the bussiness world.

m + h

## 1.2. Values

This is my professional life, I don't considered myself has a brand but MH DESIGN is like my 'trademark'.

So I have defined my 3 pilars that describe my logo and my professional life:

### **STRAIT & CLEAN**

No games on the brand name, because this is my work!

### **SIMPLICITY**

No need to go wild and tranform it into a graphical madness.

### **ORIGINAL**

It has my own twist... it's strait, clean, simple and yet original. Just like myself!

# 2. ELEMENTS

## 2.1. Logotype and signature

In relevant scenarios, parts can be taken out from the logo and used as graphical elements and hence strengthening the branding/recognition value.

e.g. The logo can appear with a formal signature or without it.



• Logo

• Signature

## 2.2. Versions

This Logo can be used in 3 versions:

- Logo
- Logo and signature horizontal
- Logo and signature vertical



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- Logo and signature vertical



- Logo



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- Signature horizontal

## 2.3. Colour

The main colours are yellow and grey.

However you can also use black or white with the main colours.

You just have to respect that 'H' and 'honorato' have the same colour, and that 'mariana' has a different colour than 'honorato'.



### MH's YELLOW

CMYK	0 20 98 0	PANTONE	123 C
RGB	225 204 0	RAL	1017
HEX	#FFCC00		

### MH's GREY

CMYK	0 0 70 0	PANTONE	445 C
RGB	77 77 77	RAL	9004
HEX	#4D4D4D		



- Negative logo



- Positive logo

## 2.4. Background

Keep on your mind that the logo has two main colours, but you also can play with black and white.

On flat background 'mariana' or 'honorato' can inherit the background colour, depends of the 'H' colour.



## 2.5. Protected area

It is important that every logo is isolated and readable.

In order to achieve this, you must allow a certain area of isolation (protected area) around the logo and must not display any other design elements or characters in this area.

In this case, the horizontal margin is always double (2x) than the vertical margin (1x). But if you can, be sure to leave as much of a margin as possible when displaying the logo.



## 2.6. Minimum size

Make sure the logo is always clear and legible, there is a minimum size requirement.

When reproducing the MH Design logo in print, the minimum size is 4mm. On the web, the minimum size is 20 pixels at 72 dpi, for only the logo without signature.

- Minimum print dimension



- Minimum digital dimension





# 3. VISUAL UNIVER

## 3.1. Corporate stationary



## 3.2. Website



Check online: [www.mhdesign.com.pt/uk](http://www.mhdesign.com.pt/uk)

# SE



## 3.3. Merchandising



## 3.4. Go wild!





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